

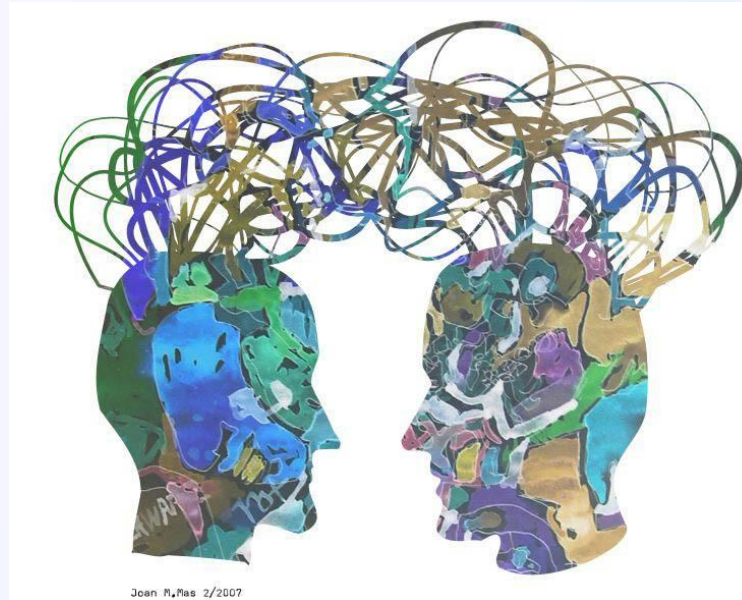
IMAGES AS COMMUNICATION

Discovering an ancient language

1. Images, a kind of magic
2. Functions of the visual communication
3. Elements of the visual communication
4. Advertisement analysis example

1 Images, a kind of magic

We are a **social animals** and we interact with each other **exchanging information**, that means: we **communicate**.



In the communicative process the human being uses **verbal communication** (oral and written) and **non verbal** (gestures, music...)

Visual communication is a type of non verbal communication in which we **use images**... But, what is an image?

MAGIC

1 Images, a kind of magic

In visual communication **an image is a representation** of something: a feeling, an idea, a person, a place, an event...



Magritte: 'This is not a pipe'.

By the use of **symbols, signs or icons** we transmit our message.
It's all about **iconicity**. But... what is iconicity?

MAGIC

1 Images, a kind of magic

Iconicity is a **kind of magic** that links the image with its representation.
The more the **image** looks like the **reality** represented,
the more **iconic** it is.

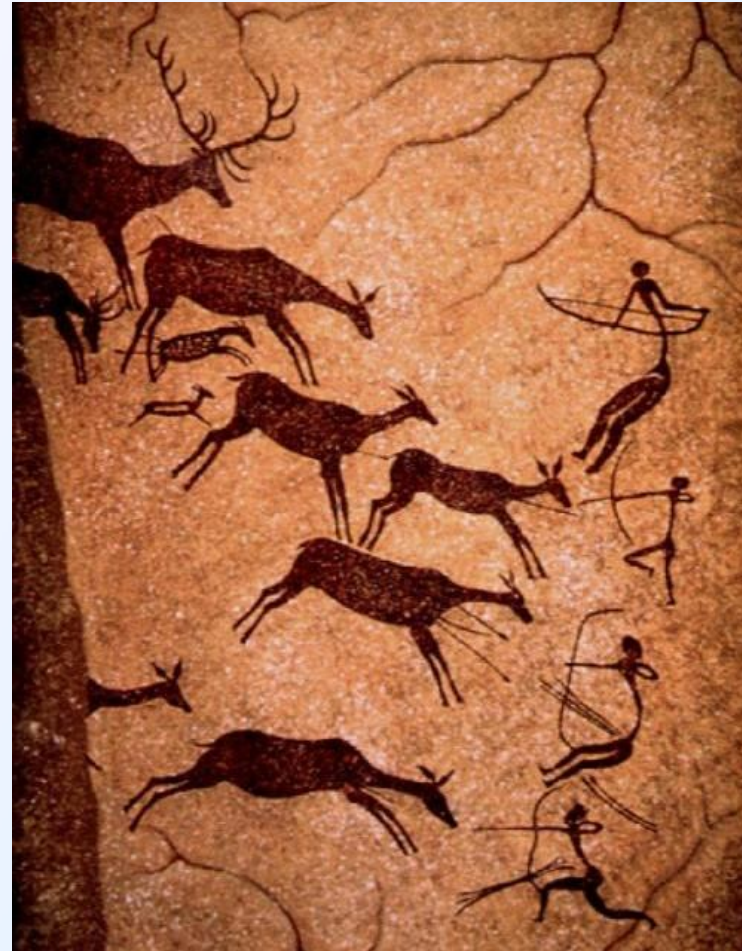


J. Kosuth: 'One and three chairs'.

MAGIC

1 Images, a kind of magic

Visual communication may be the one of the **oldest** languages.



The first magicians were just painters...

MAGIC

1 Images, a kind of magic

Still don't believe this?
Ok, then you'd better have a look of yourself watching your team...



How real is that to make you yell?

MAGIC

1 Images, a kind of magic

So keep that in mind.
Images are more than just beauty or entertainment, it's much more.
Images are not reality, but a way of interacting with it.



**Reality has its own smell, touch and taste.
Does your computer or game station have any?**

MAGIC



2 Functions of the visual communication

The **main functions** of the **visual communication** are:
Informative, Expressive, Aesthetic and Exhortative



Usually these functions come together, but they may also be separated.

FUNCTIONS

Informative:

Try to communicate things in a objective and clean way.
Symbols, flags, traffic signals are maybe the best examples.



FUNCTIONS

Expressive:

Images stimulate receiver's feelings,
they focus on the **emotions** that can arise in the viewer.



FUNCTIONS

Aesthetic:

Images communicate mainly beauty and harmony.

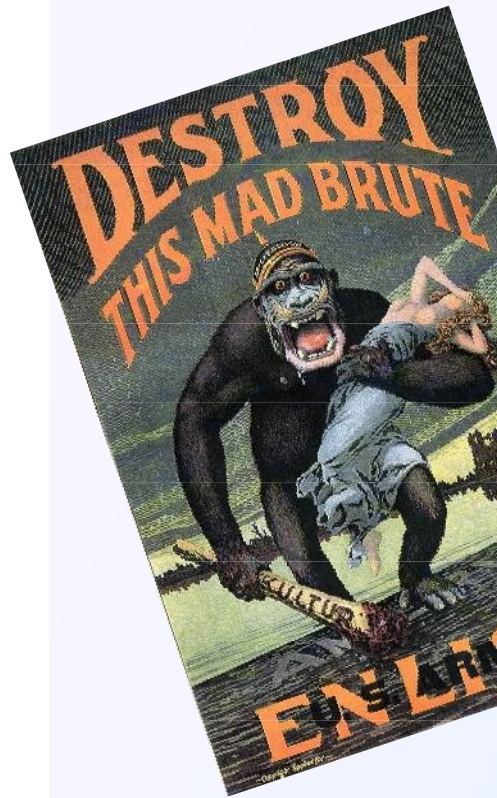


FUNCTIONS

2 Functions of the visual communication

Exhortative:

Try to **persuade** the receiver,
usually to buy a product but it also can be an idea.
We talk about *Propaganda* when the message only highlights the
positives qualities of something hiding any bad ones.



FUNCTIONS



3 Elements of communication

The **elements** that configure the **visual communication** process are:
Sender, receiver, channel, code, context, message...

Sender: Food company

Channel: Billboard

Message: Publicity

Receiver: Pedestrians



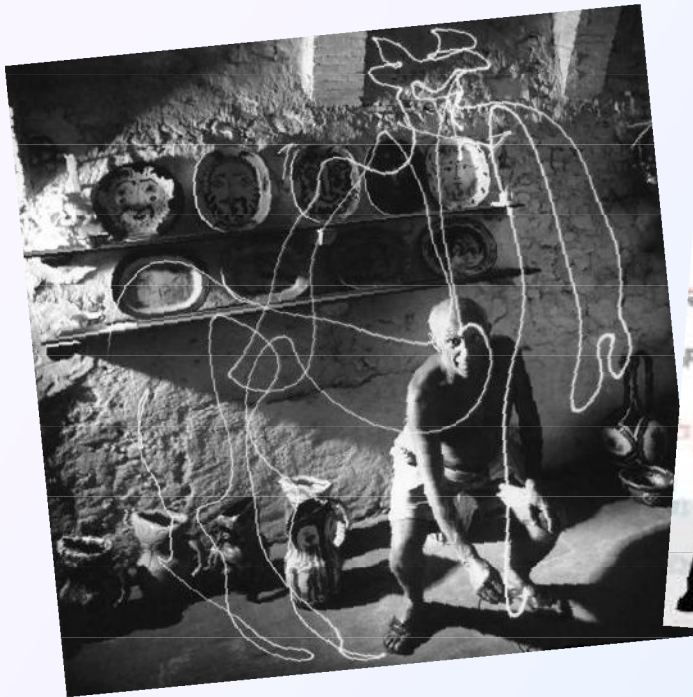
Code: Text & Image

Context: City street

ELEMENTS

Sender:

It's the **transmitter**, the source, who **creates the message**.



It may be a person or a group of people

ELEMENTS

Receiver:

The person or people who **decodes the message** and interprets it.

Anyone can be a receiver...to be the **target** is something different.

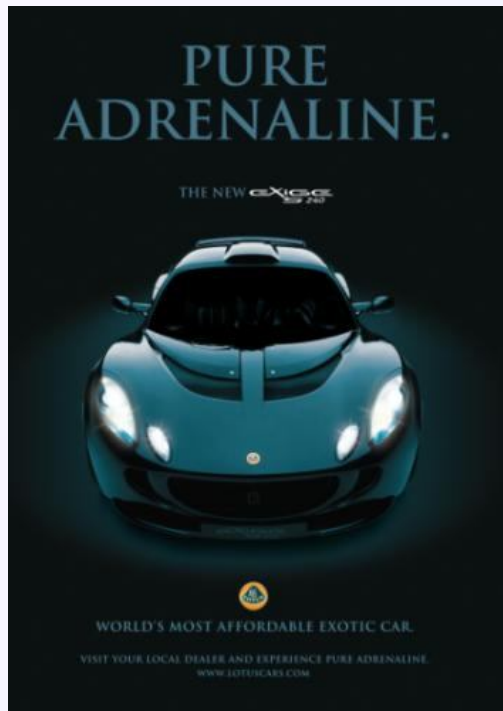


The **target** are those people **who may be interested** in the message.

The **target** basic attributes are its **age**, **sex** and **social class**.

3 Elements of communication

Who are the target for this ads?



Age: 30-50
Sex: Men
Social class: High



Age: 40-60
Sex: Women
Social class: Medium-High

ELEMENTS

Channel:

It's the **medium** or means through which we transmit the message

The main **channels for visual** and **audiovisual communication** are:
books and press, television and films, internet y plastic arts (painting,
sculpture, photography, graphic design, pottery...)



In some channels the **noise** may appear frequently.

The noise is an element which makes difficult to communicate properly,
it might be **auditory** but also **visual**.

Code:

This is the group of **rules** that configure the message, the **language**.
It may be images, letters, gestures...

Context:

The place and time where the message is showed.
It may change its meaning... completely.



Just an urinal or something worse... may become a piece of art.

Message:

The content and information of the message.

We might make a difference between the two parts that shape it:

-Objective part:

A **plain description** of that showed in the message, no interpretation.
Just the things evident for everyone and **out of discussion**.

-Subjective part:

The **real meaning** and intention of the message.
It **may depend on the receiver's interpretation** but usually it doesn't.

It's extremely important to be aware of this to avoid being fooled
when you are watching advertisements... Because:

Ads do not sell things anymore, today **they sell sensations**.

Do you want to play a game?

3 Elements of communication

This ad does not sell:
a perfume



It really sells:
_____?

This ad does not sell:
_____?



It really sells:
*Fashion, youth, beauty,
popularity, elegance...*

ELEMENTS

3 Elements of communication

This ad does not sell:
_____?



It really sells:
_____?

This ad does not sell:
_____?



It really sells:
_____?

ELEMENTS

By the way...

Advertising's main goal is to make you unhappy so you run to buy whatever they want to sell you.

If something is good enough,
there is no use on spending billions on advertisements.

Advertising is just the art of hiding the awful truth.



I guess you still don't believe that...

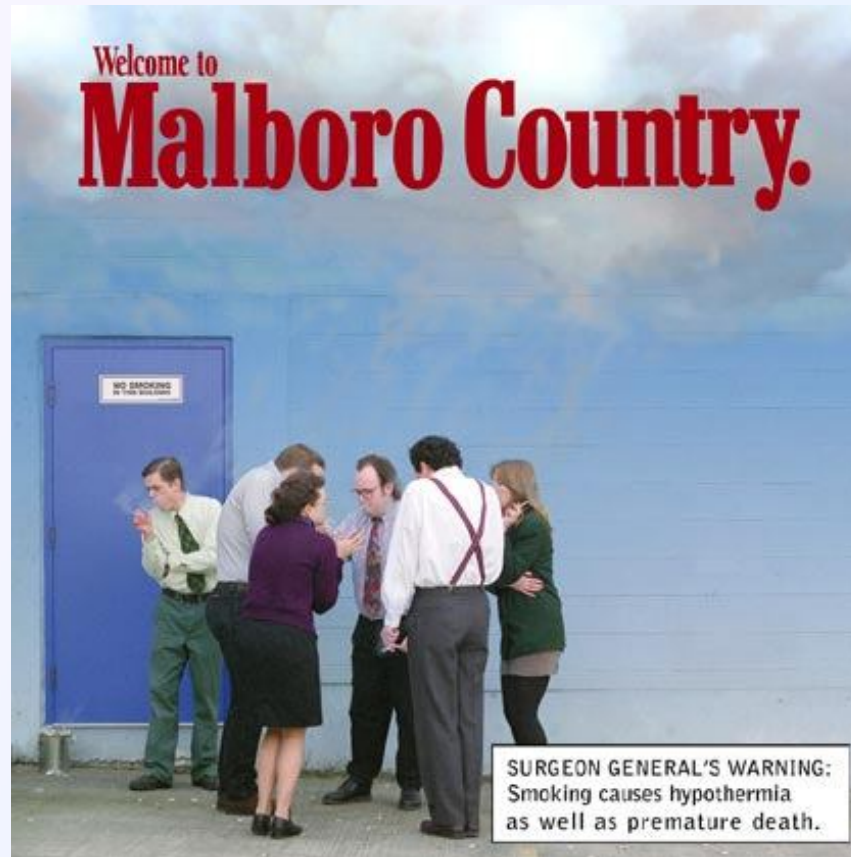
Just an advice...



You'd better stop reading gossip magazines.
They will only make you feel ugly.

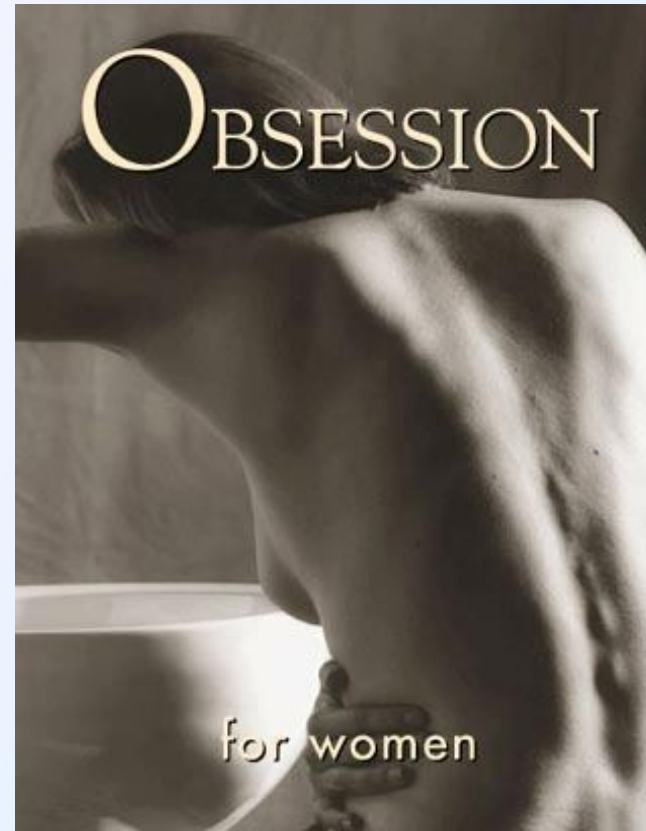
3 Elements of communication

But don't worry! We have **subvertising** to free our minds!



3 Elements of communication

Subvertising laughs at the stupidity of the ads campaigns, by focusing on the aspects that marketing tries to hide.





4 Advertisement analysis example



Tchin-Tchin
• cumple 10 años •

Hasta **31**
de agosto

2º y 3º par de gafas
para ti o quien tú quieras
por sólo 1€ más*

ALAIN AFFLELOU

Pilar: DDF2462 C2
Lara: AAF2451 C1
Alexandre: AAF2519 C2

*Al comprar unas gafas graduadas, pagando 1€ más te llevas 2 pares más con cristales orgánicos CR39 monofocales sin tratamiento para ti o quien quieras. Mántenlos a elegir de la colección Tchin Tchin por 1€ más. Ver condiciones en aplica. Hasta el 31/08/2013.

Take an advertisement from any magazine and bring it to class, we are going to test your skills of understanding and awareness.

I chose this one taken from “El País Semanal”.

ANALYSIS

4 Advertisement analysis example

Sender:

All you can say about it, if it's a person or a group
Everything you know about it, ok?

In this case...

The sender is Alain Afflelou, which is a company that sells glasses. It is from France, but I really don't know where are the glasses made.

It became popular with its products brand Tchin-Tchin which began to sell very affordable glasses to the medium class.

Its advertising campaigns try to persuade people focusing on fashion and 2x1 offers.



ANALYSIS